

CLAIMS

1. An information server, comprising:

a processor;

a memory including computer instructions that define logic to prompt the information server to receive a mobile terminal ID and its location whenever the mobile terminal registers its presence in a new cell and to evaluate an information customer profile that corresponds to the mobile terminal ID to determine if a specific push data message is to be transmitted to the mobile terminal through a wireless data packet network; and

an internal bus coupled to the processor and the memory to enable the processor to receive the computer instructions stored within the memory.

2. The information server of claim 1 wherein the wireless data packet network comprises one of a GPRS or UMTS network.

3. The information server of claim 1 wherein the wireless data packet network comprises a wireless local area network.

4. The information server of claim 1 wherein the specific push data message comprises a solicited advertisement.

1 5. The information server of claim 4 wherein the
2 solicited advertisement is for a product or service identified
3 in the profile for an information customer.

1 6 The information server of claim 1 wherein the specific
2 push data message comprises an unsolicited message.

1 7. The information server of claim 6 wherein the
2 unsolicited message is transmitted as a result of the mobile
3 terminal having traveled into the cell proximate to a vendor for
4 whom the advertisement is transmitted.

1 8. The information server of claim 1 wherein the computer
2 instructions define logic to transmit the customer profile
3 information to a vendor server that is proximate to the cell
4 within which the mobile terminal is registered.

1 9. The information server of claim 8 wherein the vendor
2 carries products or sells services similar to at least one
3 product or service identified in the information customer's
4 profile.

1 10. The information server of claim 8 wherein the customer
2 profile information is transmitted to the vendor server to
3 prompt it to generate an advertisement to the mobile terminal.

1 11. A method for delivering an advertisement to a mobile
2 terminal comprising:

3 receiving location information that identifies a
4 mobile terminal and a location;

5 determining, based upon the mobile terminal location,
6 whether a vendor should be sent customer profile
7 information to a vendor server for it to determine whether
8 a push data message should be sent to the mobile terminal;
9 and

10 transmitting customer profile information to an
11 external server, and, if a push data message is to be sent
12 to the mobile terminal, receiving the push data from
13 external server and transmitting the push data message to
14 the mobile terminal.

1 12. The method of claim 11 wherein the push data message
2 is a solicited advertisement.

1 13. The method of claim 12 wherein the solicited
2 advertisement is for a product or service that is similar to one
3 identified in the customer profile information.

1 14. The method of claim 13 wherein the solicited
2 advertisement is for a product or service that is identified in
3 the customer profile information.

1 15. The method of claim 11 wherein the push data message
2 is for an unsolicited advertisement.

1 16. The method of claim 15 wherein the push data message
2 is for specified information triggered by an event.

1 17. The method of claim 16 wherein the event is that a
2 specified travel condition has occurred.

1 18. The method of claim 17 wherein the travel condition is
2 a flight schedule changes that is viewed in relation to the user
3 location and traffic patterns.

1 19. The method of claim 11 wherein the step of determining
2 the mobile terminal location includes determining the identity
3 of a Picocell within which the mobile terminal is registered.

1 20. The method of claim 11 further comprising the step of
2 transmitting push data in one of a broadcast mode or a priority
3 mode wherein the priority mode includes sending the push data to
4 the highest priority device whose presence is registered
5 according to consumer profile information.